

# SAMHSA Prevention Resources for Building Healthy Communities





## Prevention Resources for Building Healthy Communities

Prevention is a critical part of the public health system, but it only works when communities have access to the facts and support to implement programs that answer their unique needs. The Substance Abuse and Mental Health Services Administration’s (SAMHSA’s) Center for Substance Abuse Prevention (CSAP) is proud to share a comprehensive list of relevant, practical, evidence-based approaches for preventing illegal drug use and the misuse of alcohol, tobacco, prescription drugs and household items abused as inhalants. Together we can help people lead healthier lives by building healthier communities.

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# Reports and Publications



## Focus on Prevention

Guides communities in planning and delivering substance abuse prevention strategies. Covers needs assessments, identifying partners, creating effective strategies, marketing, special populations, and program evaluation. Includes a sample timeline of tasks.

<http://store.samhsa.gov/shin/content/SMA10-4120/SMA10-4120.pdf>



## Substance Abuse Prevention Dollars and Cents: A Cost-Benefit Analysis

This report reviews the total annual social and direct costs of substance abuse from a number of perspectives, including people who abuse substances, family members, the general public, communities, and all levels of government (federal, state, and local).

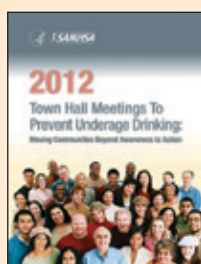
<http://store.samhsa.gov/shin/content/SMA07-4298/SMA07-4298.pdf>



## Identifying and Selecting Evidence-Based Interventions: Revised Guidance Document for Strategic Prevention Framework State Incentive Grant Program

A guidance document that assists state and community planners when applying SAMHSA's Strategic Prevention Framework (SPF) to identify and select evidence-based interventions.

<http://store.samhsa.gov/shin/content/SMA09-4205/SMA09-4205.pdf>



## 2012 Town Hall Meetings to Prevent Underage Drinking: Moving Communities Beyond Awareness to Action

This report presents outcomes from a series of Town Hall Meetings that aimed to educate communities about underage drinking and engage them in prevention efforts. Brief case studies included in the report illustrate different approaches taken and lessons learned in hosting successful events.

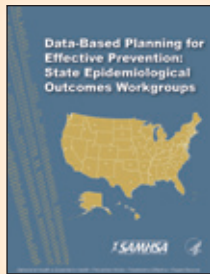
<http://store.samhsa.gov/product/2012-Town-Hall-Meetings-to-Prevent-Underage-Drinking-Moving-Communities-Beyond-Awareness-to-Action/SMA14-4838>



## 2013 Annual Synar Reports: Tobacco Sales to Youth

This report presents findings on state compliance with the Synar Amendment-- legislation enacted to decrease youth access to tobacco. It also reviews progress in enforcing state youth tobacco access laws and in reducing the percentage of retailers selling tobacco products to minors.

<http://store.samhsa.gov/product/2013-Annual-Synar-Reports-Tobacco-Sales-to-Youth/SYNAR-14>



## **Data-Based Planning for Effective Prevention: State Epidemiological Outcomes Workgroups**

This publication describes the evolution, structure, and accomplishments of State Epidemiological Outcomes Workgroups (SEOWs) in their collaborative efforts with SAMHSA to address problems related to substance abuse and mental, emotional, and behavioral disorders within states and communities. Along with presenting the key principles, core expectations, and anticipated trajectory of the SEOWs, the publication highlights successes and offers guidance for providing data to support prevention decision-making.

<http://store.samhsa.gov/product/Data-Based-Planning-for-Effective-Prevention/SMA12-4724>

## **Community Outreach Materials**



### **Talk. They Hear You. Underage Drinking Prevention Campaign Toolkit DVD**

This DVD provides parents of children ages 9 to 15 with the tools and information they need to start talking with their children early about the dangers of alcohol. It includes a suite of materials that helps reinforce the underage drinking prevention campaign's messages.

<http://store.samhsa.gov/product/Talk-They-Hear-You-Underage-Drinking-Prevention-Campaign/SMA13-4755>



### **Too Smart to Start: Ready, Set, Listen Online Game/DVD**

This program's game-style format helps parents influence their children's decision-making skills, promoting the ability to make smart, healthy choices. Players get to choose their own characters to answer approximately 200 randomly selected questions. The game tests knowledge and encourages discussion in a fun, engaging way. The game is available online in English and Spanish. The Spanish-language version also is available from the SAMHSA Store as a DVD.

#### ***Online version***

English: <http://www.toosmarttostart.samhsa.gov/tweens/games/SafeHarbor.aspx>

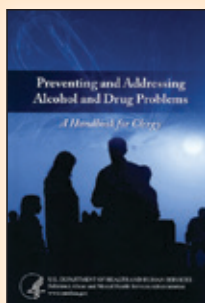
Spanish: [http://www.toosmarttostart.samhsa.gov/tweens/games/SafeHarbor\\_sp.aspx](http://www.toosmarttostart.samhsa.gov/tweens/games/SafeHarbor_sp.aspx)



### **Underage Drinking: Myths vs. Facts**

This brochure outlines common myths teens and pre-teens may hold about alcohol use. It corrects misconceptions related to facts about the prevalence of alcohol use among youth and the effects of alcohol on the body and brain of a teen or pre-teen. In addition, it provides a resource guide.

<http://store.samhsa.gov/product/SMA08-4299>



## **Preventing and Addressing Alcohol and Drug Problems: A Handbook for Clergy**

This handbook is based on the core competencies published by SAMHSA in 2004. These competencies are presented as a specific guide to the core knowledge, attitudes, and skills which are essential to the ability of all clergy and pastoral ministers to meet the needs of persons with alcohol or drug dependence and their family members. This handbook offers clergy an effective tool to help address abuse and alcoholism issues before families and individuals are in crisis.

<http://store.samhsa.gov/product/SMA09-4286>



## **National Prevention Week 2015 Participant Toolkit**

This online resource equips communities with information and resources for planning local events to help prevent substance use and promote mental health. It includes event ideas, budgeting tips, informational fact sheets, promotional tools, and more. The 2015 toolkit is now available on the SAMHSA website.

<http://www.samhsa.gov/prevention-week/toolkit>

## **Tips for Teens Series**

This series of brochures provides facts and dispels myths about and the health risks associated with substance use. Information is provided on long-term and short-term effects of substances, physical and psychological risks, and legal implications.



### ***Club Drugs***

<http://store.samhsa.gov/shin/content/PHD852/PHD852.pdf>



### ***Cocaine***

<http://store.samhsa.gov/shin/content/PHD640/PHD640.pdf>



### ***Hallucinogens***

<http://store.samhsa.gov/shin/content/PHD642/PHD642.pdf>



### ***Heroin***

<http://store.samhsa.gov/shin/content/PHD860/PHD860.pdf>





## ***HIV/AIDS***

<http://store.samhsa.gov/shin/content/PHD725/PHD725.pdf>



## ***Inhalants***

<http://store.samhsa.gov/shin/content/PHD631/PHD631.pdf>



## ***Marijuana***

<http://store.samhsa.gov/shin/content/PHD641/PHD641.pdf> (Updated in 2014)



## ***Methamphetamine***

<http://store.samhsa.gov/shin/content/PHD861/PHD861.pdf>



## ***Steroids***

<http://store.samhsa.gov/shin/content/PHD726/PHD726.pdf>



## ***Tobacco***

<http://store.samhsa.gov/shin/content/PHD633/PHD633.pdf> (Updated in 2014)



## **Get Connected Toolkit**

Designed for organizations that provide services to older adults, this toolkit offers information and materials to:

- Help staff better understand the issues associated with substance misuse and abuse and mental illness in older adults;
- Increase staff confidence and comfort in addressing these problems; and
- Enable staff to effectively screen and refer at-risk clients to an appropriate advisor such as a physician, an alcohol counselor, or a mental health professional.

The toolkit also contains materials to educate older adults, including awareness-raising and self-screening tools to help them overcome obstacles to seeking help.

<http://store.samhsa.gov/product/Linking-Older-Adults-With-Medication-Alcohol-and-Mental-Health-Resources/SMA03-3824>



## Top Health Issues for LGBT Populations Resource Kit

This resource kit presents scientific findings on specific health issues facing lesbian, gay, bisexual, and transgender (LGBT) populations. The kit contains information on LGBT terminology and gender identity; a guide to Web-based resources; and a PowerPoint presentation that can be used to explain LGBT health issues to a variety of audiences. The product is designed for organizations and individuals that serve the needs of the LGBT community, including state, territorial, tribal, local and community prevention professionals; community-based organizations; LGBT individuals; clinicians; and trainers and educators. The tools in this resource kit may be used individually or together to raise awareness of physical and behavioral health issues within the LGBT community. Users may customize the PowerPoint slides to meet their specific needs.

<http://store.samhsa.gov/product/Top-Health-Issues-for-LGBT-Populations/SMA12-4684>



## Behavioral Health Among College Students Information and Resource Kit

This toolkit focuses on a range of substance abuse and mental health issues that many of today's young adults have as they enter colleges and universities or may develop during their college years. It includes useful summaries of current knowledge, links, and directions that will enable readers to locate materials relevant to prevention efforts targeting the college population. Primary target audiences include college and university prevention practitioners, health center staff, and administrators. Secondary target audiences include state and community prevention professionals and the general public.

COMING SOON

## Toolkit for Community Conversations About Mental Health

The Toolkit for Community Conversations About Mental Health is designed to be a resource to help those interested in holding a community dialogue about mental health. It has three parts, described below, that will help communities and groups plan and facilitate a dialogue about mental health.

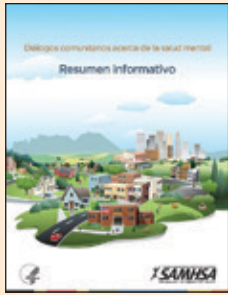
<http://www.samhsa.gov/communityconversations/>



## Community Conversations About Mental Health: Information Brief

The Information Brief provides data and other facts about the promotion of mental health; prevention of mental illness; and how to promote awareness, early identification, and access to treatment, crisis response, and recovery supports. The Information Brief helps educate and inform community conversation participants and facilitators about mental health issues.

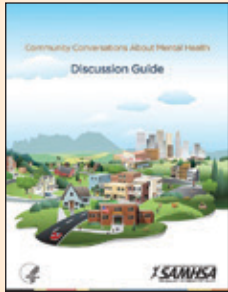
<http://store.samhsa.gov/product/SMA13-4763>



## **Diálogos comunitarios acerca de la salud mental: Resumen informativo (Community Conversations About Mental Health: Information Brief, Spanish version)**

The Resumen informativo provides data and other facts about the promotion of mental health, prevention of mental illness, and how to promote awareness, early identification, access to treatment, crisis response, and recovery supports. The Information Brief helps educate and inform community conversation participants and facilitators about mental health issues.

<http://store.samhsa.gov/product/SMA13-4763SPAN>

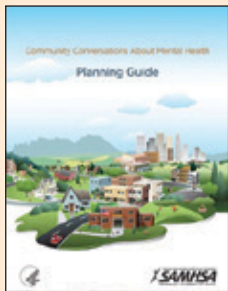


## **Community Conversations About Mental Health: Discussion Guide**

The Discussion Guide provides a resource to help guide participants and facilitators through a one-day community conversation. The Discussion Guide offers a framework for holding a successful and productive conversation, and includes:

- Discussion questions
- Sample views about mental health
- Process suggestions
- Facilitator tips
- Individual and community follow-up steps

<http://store.samhsa.gov/product/SMA13-4764>



## **Community Conversations About Mental Health: Planning Guide**

The Planning Guide provides tools to help people hold a one-day community conversation, including information for planning conversations, recruiting and training facilitators, recruiting conversation participants, and identifying steps participants may want to take in order to raise awareness about mental health and promote access to mental health services.

<http://store.samhsa.gov/product/SMA13-4765>



# Mobile and Virtual Tools and Applications

The mobile apps, interactive websites, and video games featured in this section support a variety of underage drinking prevention and behavioral health promotion activities for parents, youth, teens, educators, and community leaders.



## Suicide Safe: The Suicide Prevention App for Health Care Providers

Suicide Safe, SAMHSA's new suicide prevention app for mobile devices and optimized for tablets, helps providers integrate suicide prevention strategies into their practice and address suicide risk among their patients. Suicide Safe is a free app based on SAMHSA's Suicide Assessment Five-Step Evaluation and Triage (SAFE-T) card.

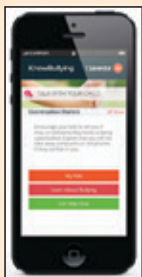
<http://store.samhsa.gov/apps/suicidesafe/>



## SAMHSA Behavioral Health Disaster Response Mobile App

This app offers first responders immediate access to field resources for aiding disaster survivors. It has the ability to search for and map behavioral health service providers in the impacted area, review emergency preparedness materials, and send resources to colleagues. Resources for intervention with survivors of infectious disease epidemics such as Ebola are now available in the latest version of the app.

<http://store.samhsa.gov/product/SAMHSA-Behavioral-Health-Disaster-Response-Mobile-App/PEP13-DKAPP-1>



## KnowBullying: Put the Power to Prevent Bullying in Your Hand Mobile App

This app empowers parents by providing them with the tools they need to start the conversation with their children about bullying. It describes strategies to prevent bullying and explains how to recognize warning signs that a child is bullying or being bullied. It also includes a section for educators.

<http://store.samhsa.gov/product/KnowBullying-Put-the-power-to-prevent-bullying-in-your-hand/PEP14-KNOWBULLYAPP>



## Talk. They Hear You. Campaign Toolkit

This toolkit includes multiple features, including resources to help parents start and continue talking to their children about the dangers of drinking alcohol, PSAs, materials for schools, templates, and other materials to support parents, caregivers, partners, and the media in reinforcing the underage drinking prevention campaign's messages.

<http://underagedrinking.samhsa.gov/>



## Talk. They Hear You. Mobile App

Talking to children about alcohol can be intimidating, but it can have a huge impact on their future. Parents are the #1 influence on whether their kids drink. The app is designed for parents of children ages 9–15. This mobile app is an interactive role-playing tool that helps parents and caregivers practice tough conversations about alcohol.

<http://underagedrinking.samhsa.gov/>



## Too Smart to Start Website

This interactive website educates youth and teens about the risks of alcohol use. There are three individual sections targeted to youth; teens; and families, educators, and community leaders. It features brain games, how-to instructions, video games for youth, and various tools and resources teens and adults, all focused on taking action to prevent underage alcohol use.

<http://www.toosmarttostart.samhsa.gov/Start.aspx>



## Alcohol's Effects on the Brain: A Reach Out Now Mobile App

This app is a science-based curriculum for fifth- and sixth-grade classroom use. Students learn about various brain parts, ways that alcohol can disrupt brain functions, and other facts about underage alcohol use. Students also can record their response to four real-life situations involving alcohol use decisions. Teacher materials include a discussion guide with key concepts, objectives, and questions; suggested cross-curricular use of app content; and a list of resources related to underage alcohol use. An Android version of the app will be available during 2015.

COMING SOON



## The Sound of Your Voice

This short animated video encourages parents to talk with their college-bound young adult about the potential consequences of underage alcohol use. *Talking With Your College-Bound Young Adult About Alcohol* is a companion guide for parents that emphasizes their continuing influence over alcohol use decisions by their older children and offers tips on discussing alcohol use with them before and during college.

COMING SOON



## Participate in National Prevention Week 2015!

Use the following resources to participate in National Prevention Week 2015 and plan prevention activities year round.

Not sure what kind of event to hold? Check out National Prevention Week *Event Ideas* to start brainstorming workforce, school-based, sporting, leisure, and policy activities.

### Prevention Pledge

The National Prevention Week *Prevention Pledge* allows people to commit to a healthy lifestyle by pledging to take actions that strengthen community health and well-being. Personalize your pledge by sharing a personal or community prevention story!

### "I Choose" Project

The "I Choose" Project encourages people of all ages to serve as positive examples through the power of photos. Visit <http://www.samhsa.gov/prevention-week> to learn how to participate and to download signs for your very own "I Choose" photo.

### National Prevention Week 2015 Toolkit

This Web-based resource offers materials to help you plan a National Prevention Week event or activity in your community. The Toolkit includes event ideas, tips for planning and promoting your prevention activities, promotion and outreach tools, and other resources.

### Promotional Materials

Promotional items are available to help you spread the word about your National Prevention Week 2015 community activities. Choose from fliers, pocket cards, Web badges, stickers, and more. Materials are available in English and Spanish.

To access these and other National Prevention Week resources, visit:  
<http://www.samhsa.gov/prevention-week>